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## Editorial

Any new venture is a gamble, but if you don't try things out then you'll never know if they're going to work out.

This is how I feel about our new seminars, the first of which was the 'Content Management Exchange' which took place here at the Free Pint offices on Monday.

I needn't have worried. We had a great speaker, Martin White, who quite clearly has ample knowledge of the issues in choosing a Content Management System. The feedback forms told us that everyone found the location convenient, and the venue comfortable too. Delegates reported that they liked the smaller group size of a workshop, as they could ask questions and have the topics tailored to their specific needs.

So, we're very much looking forward to the repeat next Monday. This will be followed by further Exchanges on building and managing an email publication (July 4th and 16th) and implementing an intranet in a global organisation (July 11th). To find out more about any of these events, visit <<http://www.freepint.com/exchange>>.

Other news, and after four happy years with Free Pint, Rex Cooke is moving on to other challenges. I would like to thank him for all his hard work and commitment. He has been a pleasure to work with and I'm sure you'll join me in wishing him all the best for the future.

In today's newsletter we bring you the usual mix of articles, tips and reviews. Of course, if you'd like to contribute an article or a set of 'Favourite Tipples' then please sign up for the regular 'Free Pint Author Update' newsletter at <<http://www.freepint.com/author.htm>>.

Cheers

William Hann <[william@freepint.com](mailto:william@freepint.com)>

William Hann,  
Founder and Managing Editor  
Email: <[william@freepint.com](mailto:william@freepint.com)>  
Tel: +44 (0)1784 420044  
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Free Pint is an online community of information researchers. Members receive this free newsletter every two weeks packed with tips on finding quality and reliable business information on the Internet.

Joining is free at <<http://www.freepint.com/>> and provides access to the substantial archive of articles, book reviews, jobs, industry news & events, with answers to your research questions and networking at the Free Pint Bar.

Please circulate this newsletter which is best read when printed out. To receive the Adobe Acrobat version as an attachment or a brief notification when it's online, visit <<http://www.freepint.com/member>>.

## Email Publishing Exchange - West London

<http://www.freepint.com/exchange>

Find out about the issues involved in producing a successful email publication. Two seminars in July will look at finance, content, technology and staffing.

The presenter is Free Pint's William Hann and space is limited.

Find out more and book your place:  
<<http://www.freepint.com/exchange>>

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## Free Pint Gold

This time last year we took a look at some of the intricacies of the Google search engine. It's great to see the service continually enhanced, and the new 'Google Answers' service has recently been discussed at the Bar <<http://www.freepint.com/go/b17504>>.

- Free Pint No.90, 21st June 2001. "Do you Google?" and "Electronic Health Information : A boon and a curse!" <<http://www.freepint.com/issues/210601.htm>>

'Intelligence' has been a buzzword around the Bar for the last couple of months, and two years ago we looked at how to perform competitor intelligence on the Web.

- Free Pint No.65, 22nd June 2000. "Internet Intelligence - analysing web-sites for competitive intelligence" and "WAP Technology and Services" <<http://www.freepint.com/issues/220600.htm>>

In 1999, we talked about the importance of customer service on the Web, and specifically about replying to customer emails. Free Pint is nothing if not eclectic, with the Feature being about archaeology.

- Free Pint No.41, 24th June 1999. "Answering back" and "Finding Links to the Past: archaeological resources on the Web" <<http://www.freepint.com/issues/240699.htm>>

Four years ago there were resources of interest specifically to those in the information industry, followed by a look at the best bioscience sites, in the author's opinion.

- \* Free Pint No.17, 25th June 1998. "Finding information products and services via the Net" and "Bioscience Information on the Internet" <<http://www.freepint.com/issues/250698.htm>>

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## My Favourite Tipples from Alison McCarthy

- Centre for Economic and Social Inclusion <<http://cesi.org.uk>> - for UK labour market, skills, education and employment statistics, reports, and full text documents.
- <<http://nomisweb.co.uk>> - official UK labour market statistics for local levels - counties, districts, wards. Labour Force Survey, Annual Business Inquiry, and VAT registered companies, etc.
- <<http://neighbourhood.statistics.gov.uk/home.asp>> - type in your postcode and find the latest official statistics for your area.
- <<http://bubl.ac.uk>> - great for subject searching and UK organisations and institutions.
- <<http://swslim.org.uk>> - South West Skills And Learning Intelligence Module. Part of the Regional Observatory of the South West Regional Development Agency.

Alison McCarthy is Library & Information Co-ordinator for Somerset Learning and Skills Council. The Learning and Skills Council is a national organisation with 47 local councils.

Email your top five favourite Web sites to <[simon@freepint.com](mailto:simon@freepint.com)> or see the guidelines at <<http://www.freepint.com/author.htm>>.

## Intranet Publishing Exchange - West London

<<http://www.freepint.com/exchange>>

The Economist Intelligence Unit's Paul Pedley will share his experiences of developing an intranet for a global organisation. Topics covered include planning, content management, taxonomy and how to encourage knowledge sharing.

Places are limited. Find out more: <<http://www.freepint.com/exchange>>

**Free Pint Bar**  
**In Association with Factiva**  
**a Dow Jones & Reuters Company**  
**Reviewed by Simon Coltery**

<<http://www.freepint.com/issues/270602.htm#bar>>

**Free Pint Bar** <<http://www.freepint.com/bar>>

[Note: To read a posting enter the message number in place of XXXXX in the address

<<http://www.freepint.com/go/bXXXXX>>]

I guess the question of what librarians and information professionals should call themselves is an example of the sort of issue that never dies, but just fades away for a while, only to reappear when you've almost forgotten about it (18189). And for some people, the question doesn't really arise. So I'm glad we're agreed on that one.

But regardless of your title, I'm sure you'll appreciate many or all of the handy resources mentioned and recommended in the last two weeks. They covered metadata systems (18256), copyright resources (18195), football finance statistics (18396), taxonomy discussion sites (18339), guidance for indexing UK government sites (18325) and IT magazines with European coverage (18296).

Also mentioned were invisible Web search tools (18228), thesauri (18255) and materials for Internet searching courses (18302). The latest Tipples reviewed an excellent site for learning or brushing up on your Web design skills (18458) and a very handy acronym reference site (18307).

Researchers have been busying themselves with matters such as anti-oxidants in fruit and vegetables (18269), global industrial production forecasts (18214), market analysis for UK cut flowers (18297), Swiss extremes of temperature (18420), the recent trademark dispute between Philips and Remington (18350) and finding UK middle management contact names (18454).

Other research issues were about research companies outsourcing work to India (18193), case studies of innovation in industry (18224), where the formulation "Background, Objectives, Scope, Constraints, Assumptions, Reporting, Deliverables" comes from (18234), the use of IT by UK accountants and solicitors (18366), the core brand values of UK car manufacturers (18376), an analysis of enquiries made to information services (18449) and free retail market information for Kuwait (18463).

Business researchers have been looking for suppliers of magnetic email address books (18337), manufacturers or distributors of baby bouncer chairs (18298), a UK retailer who monograms glassware (18176), accounting standards used in the Seychelles (18248), a sample business plan for an information business (18320), sources of business association information (18282) and information about pubs in Britain (18464).

The latest techie questions have been about the Adlib inter-library loans software (18356), printing with a combination of a HP printer and MS Word (18346), the use of radio frequency identification devices or RFIDs in libraries (18471), networked Word 97 documents (18452), free anti virus software (18465) and free, world-wide email to SMS services (18217).

**Factiva and Special Libraries**  
**Association Announce**  
**Annual Award Recipients**

Factiva and the SLA announced the recipients of two annual awards at the conference in Los Angeles. Tom Fearon, Library Director, Lehman Brothers Inc has been selected to receive the Factiva Leadership Award and Margareta Nelke, Technology Intelligence Director, Tetra Pak in Sweden was awarded the European Special Librarian of the Year. Congratulations to them on their outstanding accomplishments in the information field.

Technical matters were also raised about Excel formulae (18400), the number of people who can read HTML emails (18378), merge fields in Access (18294), keeping the file size down with PDF documents (18427) and using a Toshiba monitor without the manual (18340). And you can now use the Free Pint Bar's new auto-signature to save a bit of time when posting messages (18414).

Miscellaneous postings have been about reasons for discontinuities in the sound on Big Brother (18273), the UK chart top 40 for 1998 (18323), wills in more than one language (18183), getting a book published (18213, 18209), the meaning of the Greek letter phi (18221), contacting US students in the UK (18309), some Tibetan translation (18389) and the source of a quotation from Theodor Adorno (18439). And if you spell his first name with an 'e' at the end, you get far fewer hits.

**Free Pint Student Bar**

<<http://www.freepint.com/student>>

[Note: To read a posting enter the message number in place of XXXX in the address

<<http://www.freepint.com/go/sXXXX>>]

Students have been researching the range of information businesses, products and services that exist, especially in South Africa (2539), insurance industry commission earned per employee for new business acquired over the last seven years (2540) and resources relating to the UK pub industry (2551).

Simon Coltery, Content Developer  
<[simon@freepint.com](mailto:simon@freepint.com)>

To have the latest Bar postings sent to you every other day, log in to your account online at  
<<http://www.freepint.com/member>>.

**Intranet Exchange - West London**

<<http://www.freepint.com/exchange>>

The Economist Intelligence Unit's Paul Pedley will share his experiences of developing an intranet for a global organisation.

Topics covered include planning, content management, taxonomy and how to encourage knowledge sharing.

Places are limited. Find out more:  
<<http://www.freepint.com/exchange>>

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## Free Pint Jobs

[<http://www.freepint.com/jobs>](http://www.freepint.com/jobs)

600 job seekers have now set up their profile to be alerted to new vacancies matching their profile. To receive a weekly email with the latest jobs matching your experience, sign up to Free Pint Jobs.

As well as the selected listings below, check out the weekly Bar postings which list the latest additions to Free Pint Jobs. This week's can be found at [<http://www.freepint.com/go/b18460>](http://www.freepint.com/go/b18460) and last week's at [<http://www.freepint.com/go/b18319>](http://www.freepint.com/go/b18319).

Here are some of the latest featured jobs:

### Senior Records Supervisor

[<http://www.freepint.com/go/j1864>](http://www.freepint.com/go/j1864)

Info/records qualification? Top law firm needs records mgr to lead team, rollout systems & advise on implementation + other records jobs.  
Recruiter: Sue Hill Recruitment

### Corporate Finance Researchers (2)

[<http://www.freepint.com/go/j1868>](http://www.freepint.com/go/j1868)

Two Corporate Finance Researchers with 2 years exp. New vacancies. Lots of scope to develop. Central London GBP 25-26,000 plus benefits.  
Recruiter: Glen Recruitment

### Researcher

[<http://www.freepint.com/go/j1869>](http://www.freepint.com/go/j1869)

A chance to join a leading international management consultancy dedicated exclusively to Financial Services. Frankfurt GBP 35,000.  
Recruiter: Recruit Media

[The above jobs are paid listings]

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## Events

[<http://www.freepint.com/events>](http://www.freepint.com/events)

There's still time to book a place on next week's 'Email Publishing Exchange' from Free Pint. The workshop will look at the many aspects to managing an email publication, from technology to making money. Sign up for July 4th [<http://www.freepint.com/go/e141>](http://www.freepint.com/go/e141) or July 16th [<http://www.freepint.com/go/e143>](http://www.freepint.com/go/e143).

In between, on July 11th, is Free Pint's 'Intranet Exchange'. Paul Pedley will share his experiences of building and managing an Intranet in a global organisation [<http://www.freepint.com/go/e142>](http://www.freepint.com/go/e142).

The "Construction Info. Forum" from the Construction Industry Information Group (CIIG) will, unsurprisingly, focus on information provision to the construction industry [<http://www.freepint.com/go/e145>](http://www.freepint.com/go/e145).

Further West in Oxford, there is a My Humbul Summer Seminar entitled "Online Resource Discovery and Use", looking at "... the discovery, evaluation and cataloguing of online resources, making use of Humbul's cataloguing systems" for humanities [<http://www.freepint.com/go/e146>](http://www.freepint.com/go/e146).

Glasgow in August welcomes the 68th IFLA (International Federation of Library Associations and Institutions) General Conference and Council [<http://www.freepint.com/go/e105>](http://www.freepint.com/go/e105).

Submit details of your event today, wherever it is in the world, for free promotion [<http://www.freepint.com/events>](http://www.freepint.com/events).

## Contact Information

### Address:

Free Pint Limited  
4-6 Station Approach  
Ashford, Middlesex  
TW15 2QN, United Kingdom

Tel: +44 (0)1784 420044  
Fax: +44 (0)1784 420033

### Directions and maps:

[<http://www.freepint.com/contact.htm>](http://www.freepint.com/contact.htm)

### Key contacts:

William Hann, Founder and Managing Editor  
[<william@freepint.com>](mailto:william@freepint.com)  
Simon Collery, Content Developer  
[<simon@freepint.com>](mailto:simon@freepint.com)  
Penny, Administrator [<penny@freepint.com>](mailto:penny@freepint.com)

Web [<http://www.freepint.com>](http://www.freepint.com)  
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## Free Pint Bookshelf

<<http://www.freepint.com/bookshelf>>

### "Smart Services: Competitive Information Strategies, Solutions and Success Stories for Service Businesses"

Written by Deborah C. Sawyer  
Reviewed by Arthur Weiss

The front cover of "Smart Services" includes a quote from Andrew Garvin, the CEO of Find/SVP saying: "Finally a book that nails down what every service business needs to know about competition and competitive intelligence. 'Smart Services' offers competitive information strategies that firms can put to immediate use." I wanted to stop this review here, as I don't think that I could have given a better summary and description of this excellent book. However my brief for doing this review included an approximate word count, and I'm not brave enough to upset the Free Pint management by not adding a few words of my own.

Smart Services is divided into three parts, of which the first, "The Competitive Landscape", and the second, "The Competitive Issues", occupy the bulk of the book. The final part, "The Competitive Game", summarises the previous sections with suggestions on ways of implementing the advice and processes described in the first two sections.

"The Competitive Landscape" gives a comprehensive description of where competition can come from for a service business. The section describes the challenges facing service businesses and the types of competition faced. Of importance, the book does not just focus on traditional competitors but includes discussion on competition from service businesses that appear to be in completely different sectors, government and internal competition, and other types of indirect competition. This section is also good on how problems facing service businesses differ from those offering tangible products.

### Free Pint Bar Browser - By Topic, Not Date

An alternative way to view the Bar is through the Bar Browser. With all research enquiries categorised under eight headings, it's easier to browse by topic than simply by date: <<http://www.freepint.com/bar/browser>>

COMING SOON: HTML version of the Digest. Watch this space!

The second section looks at the issues of collecting information on competitors, with chapters on how to find out who is competing, competitor strategies, sales and marketing, assessing performance and looking at who actually runs the competitor business. As with the first section, the end of each chapter includes a brief summary giving the key points mentioned in the chapter as well as suggestions on how information gathered can be fed back and used in company strategies and action plans. This is key, as there is no point collecting information on competitors that is ignored or filed away "for later"; such information is not competitive intelligence, as it has no impact on company actions.

Having said all this, was there anything about this book I disliked? I have to answer yes - reluctantly, as my dislikes are fairly minor, and possibly reflect the fact that I am not new to CI or to service businesses. My first complaint is that the examples in the book are almost entirely from the USA or Canada. All suggested sources for information except one (the European Case Study clearinghouse at Cranfield - a unique global source) are North American. Thus the book cannot be used for specific advice on business sources outside the US and Canada. This is a minor quibble though, as the book does not claim to be a guide to sources.

A second complaint is actually addressed in the book's introduction. Sawyer states, "the book is very light on models". I believe that this was a mistake, as there are analysis tools that can and should be used when examining service businesses. Good CI involves knowing how to interpret information just as much as finding and collecting it. I think that several chapters would have benefited from more examination of how to interpret available information and less discussion of the problems involved in doing CI on service businesses. However maybe I'm unfair in expecting this in a book that does cover so much in just over 200 pages.

Arthur Weiss is a UK based management consultant specialising in competitive intelligence and strategy. He has worked in the information industry for over 15 years and has written and presented on competitive intelligence, marketing and

## Shareholdings of UK Companies Mapped to Individuals

Through our close relationship with ICC, Free Pint is able to supply detailed shareholding information for individuals and companies.

The data is cross-referenced to highlight connections between shareholders, executive officers, and company shareholdings.

How ever many individuals or companies you are researching, talk to us for a quote. Email <[william@freepint.com](mailto:william@freepint.com)> or call +44 (0)1784 420044.

Internet related topics in the UK, Europe and elsewhere. Arthur is the managing partner of AWARE, a CI consultancy offering clients CI research, analysis and training. He can be contacted through AWARE's web-site at <<http://www.competitive-intelligence.co.uk/>>.

### Related Free Pint links:

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- "Smart Services: Competitive Information Strategies, Solutions and Success Stories for Service Businesses" ISBN 0910965560 published by Cybage Books written by Deborah C. Sawyer
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To propose an information-related book for review, send details to <[bookshelf@freepint.com](mailto:bookshelf@freepint.com)>.

## Feature Article

<<http://www.freepint.com/issues/270602.htm#feature>>

### **"RSI and the Library and Information Science Professional"** **By Vivienne Sales**

Most of us ignore the occasional, but annoying tenseness, tingling and pain in our fingers, wrists, shoulders, elbows, neck or back. However, when that pain starts to interfere with non-computer related activities such as holding a toothbrush or carrying a two-year old child, we listen to our bodies. We go to our general practitioner who refers us to a hand specialist. The conversation with the hand specialist may go like this: "The bad news is that we have diagnosed a repetitive stress injury in your upper extremities. The good news is that we caught the injury at its earliest stages, so we recommend rest and working with a physical therapist (physiotherapist) for rehabilitative stretches and strengthening exercises. The other bad news is that you have to avoid careers with keyboards."

Whether you are a librarian, a web designer, a cataloger or an information specialist, that last piece of advice can be the death knell of your career.

Repetitive stress injury/ies (RSI) is an umbrella term for 18 neuro- muscular disorders of the fingers, hands, wrists, arms, shoulders and neck. Other umbrella terms for RSI are cumulative trauma disorders (CTD), overuse injuries, or repetitive motion injuries. Unfortunately, our profession is full of RSI minefields. Searching through online databases and the Internet, cataloging books and special collections, coding markup languages or any other computer- intensive activities can aggravate or worsen RSIs. Even low-tech activities such as shelving books and working at the circulation desk can cause RSIs. In June 1998, Currie, Ritmiller and Robinson presented a paper about how the Education Library at the University of Saskatchewan successfully redesigned their shelving practices and circulation area to be ergonomic-friendly.

The following web sites provide excellent explanations of RSI:

Twenty Clinical Truths about RSI  
<[http://www.tifaq.com/articles/20\\_rsi\\_truths.html](http://www.tifaq.com/articles/20_rsi_truths.html)>

Facts About Cumulative Trauma Disorders  
<<http://palimpsest.stanford.edu/waac/wn/wn15/wn15-2/wn15-211.html>>

Deborah Quilter's RSI Home Page  
<<http://www.rsihelp.com>>

Dutch RSI Center <<http://www.rsi-center.com>>

RSI-UK Page <<http://www.demon.co.uk/rsi>>

Repetitive Strain and Computer Professionals: A New View  
<<http://www.UsabilityInstitute.com/rsi>>

### **Non-computer related activities and RSI**

In addition to using ergonomically correct furniture, changing your work habits and a vocational rehabilitation program, you may have to re-evaluate your activities outside of work. RSI can be caused by non-computer related activities. Do you do weight lifting, play golf or racquet sports (e.g. badminton, tennis, squash)? They can cause or aggravate RSI. These web sites present information on RSI and sports:

## **A Personalised Service For Your Email List**

Use Free Pint's list hosting service and choose whether new members receive a welcome or goodbye email. We'll even give you code to offer a sign up form on your Web site. <<http://www.freepint.com/bulk/>>

"In addition, the approach to personal service that Free Pint takes makes them a pleasure to work with."  
CosmicCupid.com

Sports and RSI <<http://www.repetitive-strain-injury.com/html/athlete.html>>

Racquet Sports and RSI Sports Medicine: The Elbow  
<<http://rothmaninstitute.com/sportsmed/elbow.htm>>

Sports Injuries (tennis, golf, high impact aerobics, weightlifting and running)  
<<http://www.fit4tennis.com/YourSportandMostLikelyInjuries.htm>>

Even elite athletes are vulnerable to RSIs. In the spring 1994 issue of Massage Therapy Journal, Rich Phaigh documented how massage therapy helped the US Olympic rowing team recover from RSIs in their wrists. This two part series is available online at <<http://planet-hawaii.com/~billpeay/TECHT08.html>> and <<http://planet-hawaii.com/~billpeay/TECHT09.html>>.

Many people find gardening relaxing. Unfortunately, for gardeners diagnosed with RSI, their hobby is a nightmare on their hands, arms and wrists. The Indiana Hand Center's web site shows some less stressful gardening techniques at  
<<http://www.indianahandcenter.com/garden.html>>.

Hobbies which require fine motor skills such as knitting, needlepoint and quilting can cause RSI. These three websites offer suggestions on how these people can avoid or at least minimize their RSI risks, but still enjoy their hobbies:

Needlepoint  
<[http://crossstitch.about.com/gi/dynamic/offsite.htm?site=http%3A%2F%2Fwww.serve.com%2Fmarbeth%2Fneedlework\\_RSI.html](http://crossstitch.about.com/gi/dynamic/offsite.htm?site=http%3A%2F%2Fwww.serve.com%2Fmarbeth%2Fneedlework_RSI.html)>

Quilting, Computing and Your Health  
<<http://www.gloriahansen.com/rsi.html>>

Repetitive Stitch Injury  
<<http://www.cauldroncrafts.com/tips/rsi.htm>>

Even playing a musical instrument can cause RSIs. Musical instruments such as the flute can cause RSI as explained in this website,  
<<http://www.angelfire.com/folk/ajflute/injurytips.html>>. The web site Musicians and Injuries  
<<http://www.engr.unl.edu/ee/eeshop/music.html>> has a lot of information for musicians afflicted with RSI.

The increasing use of computers at schools, colleges and universities has made pupils and students of all ages more vulnerable to repetitive stress injuries. The web site Kids and Keyboard Injuries  
<<http://www.umdny.edu/umcweb/hstate/wnt00/pulse/pulse8.htm>> shows why we should be concerned when children spend too much time in front of the computer. The Harvard RSI Action Home Page

<<http://www.rsi.deas.harvard.edu/>> is targeted toward University students. At some of the major universities in the US, they offer students with RSI, disabilities or other physical impairments voice recognition software, note takers, and ergonomic keyboards and mice to help you write your papers. However, there is always the tried-and-true method of treating your friends to lunch or dinner when they type your papers for you.

Finally, even mundane activities such as doing housework and cooking can aggravate RSIs. This website documents how housework can be damaging to your upper extremities, <<http://www.repetitive-strain-injury.com/html/who.html>>.

## A Holistic Approach

If RSIs are diagnosed early, further damage can be prevented by proper rest, exercise, massage, frequent breaks from repetitive activities and constant vigilance of one's posture and ergonomics. Surgery should only be considered for the worst cases of RSIs, but it is no guarantee that it will cure RSIs. In some cases, it can even make the condition worse.

Some health care professionals recommend yoga to their RSI patients ... with caveats. Some poses such as the Downward Facing Dog and hand balances such as the Crow would only make matters worse for people with RSI. The Yoga Research and Education Center in California has a PDF file about yoga and RSI at <<http://www.iayt.org/repetitivestraininjury.pdf>>. Rx: Yoga <<http://www.rxyoga.com/whatwhy.html>> provides more data on how yoga can ease RSI pain. Desktop Yoga <<http://www.efuse.com/yoga/>> presents office friendly exercises that you can do during your breaks.

According to health writer Deborah Quilter, using mice and pen-like styli can be more damaging to your hands because the work is concentrated to only one finger. In contrast, when using a keyboard, the work is distributed among ten fingers. She recommends using keyboard shortcuts. The University of Durham has a PDF file on keyboard shortcuts for Microsoft Windows applications at <[http://www.dur.ac.uk/ITS/Help\\_and\\_Info/Documents/](http://www.dur.ac.uk/ITS/Help_and_Info/Documents/)>, then scroll down to "Info Sheets" and select "Using Microsoft Windows Applications Without A Mouse (ver. 1.0)". AbilityNet also has downloadable factsheets for keyboard shortcuts at <[http://www.abilitynet.co.uk/content/factsheets/Factsheet\\_s.htm#Available%20Factsheets](http://www.abilitynet.co.uk/content/factsheets/Factsheet_s.htm#Available%20Factsheets)>.

By changing your habits at work and at leisure, you can avoid making the Faustian choice of "your career or your health."

Vivienne Sales is a reference librarian at Embry Riddle Aeronautical University and a freelance writer in Prescott, Arizona. She manages her RSI by taking frequent breaks from working at her computer, doing yoga, going race walking and having at least one computer free day and delegating repetitive work to students. She longs for the day when she can once again play a decent game of doubles in badminton.

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